

SUMTER COUNTY ORDINANCE 2004-25

AN ORDINANCE OF SUMTER COUNTY, FLORIDA, LEVYING AND IMPOSING A TOURIST DEVELOPMENT TAX SUBJECT TO APPROVAL OF THE ELECTORS OF SUMTER COUNTY IN A REFERENDUM ELECTION SCHEDULED FOR NOVEMBER 2, 2004; ADOPTING THE SUMTER COUNTY TOURIST DEVELOPMENT TAX PLAN CREATED BY THE SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL; APPOINTING A PERMANENT SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL; PROVIDING FOR USE OF TOURIST DEVELOPMENT TAX REVENUES; PROVIDING FOR CODIFICATION; PROVIDING AN EFFECTIVE DATE; AND PROVIDING A SEVERABILITY CLAUSE.

WHEREAS, the Board of County Commissioners of Sumter County created a Tourist Development Council on May 18, 2004, to prepare and submit to the Board a plan for tourist development, and

WHEREAS, the Tourist Development Council held several meetings and studied the issue and filed with the Board on August 17, 2004, a tourist development plan, and

WHEREAS, the next step in determining if there will be a tourist development tax in Sumter County is the adoption of an ordinance levying the tax subject to referendum election and creating a permanent Tourist Development Council, and

WHEREAS, the board has determined that it is the best interest of the citizens and residents of Sumter County to allow this issue to go before the electors of Sumter County to decide the question,

NOW, THEREFORE, be it ordained by the Board of County Commissioners of Sumter County, Florida, as follows:

1. DEFINITIONS: The definitions as set forth in Section 125.0104(2)(b) Fla. Stat. are incorporated into this ordinance by reference.

2. The Sumter County Tourist Development Tax Plan developed by the Sumter County Tourist Development Council submitted to the Board on August 17, 2004, is hereby adopted.

3. There is hereby levied and imposed within the entire area of Sumter County, Florida, a tourist development tax in the amount of 2% of each dollar and major fraction of each dollar of the total consideration charged for lease or rental of properties as set forth in Section 125.0104(3), Fla. Stat.

4. The levy and imposition of the tourist development tax as set forth above is subject to approval by the electors of Sumter County in a referendum election which is hereby scheduled for the General Election of 2004 which to be held on November 2, 2004. The following question shall be on said ballot:

____ FOR the Tourist Development Tax
____ AGAINST the Tourist Development Tax

5. There is hereby created a permanent Sumter County Tourist Development Council as set forth in Section 125.0104(4)(e), Fla. Stat.

6. All revenues derived from the tourist development tax, if approved, shall be utilized consistent with the provisions of Section 125.0104, Fla. Stat. and the Tourist Development Tax Plan adopted herein.

7. It is the intention of the Board of County Commissioners that the provisions of this Ordinance shall become and be made a part of the Sumter County Code and the word "ordinance" may be changed to "section," "article," or other appropriate word or phrase and the sections of this Ordinance may be renumbered or relettered to accomplish such intention.

8. This ordinance shall take effect as provided by law upon approval by the electors.

9. If any phrase or portion of this Ordinance is held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not effect the validity of the remaining portion.

DONE AND ORDAINED this 31st day of August, 2004, at Bushnell, Sumter County, Florida.



GLORIA HAYWARD
Clerk of Circuit Court

Kirk Patrice
DEPUTY CLERK

BOARD OF COUNTY COMMISSIONERS
OF SUMTER COUNTY, FLORIDA

By: Benny Strickland
Benny Strickland, Chair

SUMTER COUNTY TOURIST DEVELOPMENT TAX PLAN

The objective of the TDC is to further enhance the tourism industry and the overall economy of Sumter County through projects or programs that meet the following criteria:

1. Conform to State/County Ordinances
2. Attract new visitors to Sumter County
3. Increase the frequency of visits
4. Increase the length of stay of visitors
5. Increase the per capita spending of visitors
6. Increase the number of room nights, thereby increase tourist development revenues.

All funds will be disbursed using the TDC grant application and must conform to these guidelines in one of the categories outlined below. Applications that do not conform to these guidelines will not be considered for funding. Funding limits are subject to approval by the TDC. A three-fourths affirmative vote of the membership of the TDC shall be required to approve any expenditure of funds in excess of fifty percent of the then available funds.

DEFINITIONS

The funds to be disbursed no less than 60% of the annual budget for the following combined categories:

<i>Category</i>	<i>Definition</i>
SPONSORSHIPS	Major events staged in the county by non-profit Organizations that attract large numbers of visitors from outside the county. Examples would include National and International sports events or concerts.
SPECIAL EVENTS	One day and multi day events sponsored by non-profit Sumter County based organizations, which are open to the Public such as festivals, art shows and historical events. Individual grant amounts will be determined by need by the TDC.
EVENTS	Organized tournaments and events held within the county that brings participants from outside the county.
ADVERTISING/PROMOTION	Placement of advertisements and co-op advertising at intra-state, state or county level in magazines, newspapers, radio, ECT. Development and placement of printed publications, brochures, rack cards, web sites, kiosk systems, tourism trade shows, billboards and any type of advertising opportunities for Sumter County.

The funds to be disbursed no more than 40% of the net annual budget for the following category:

CAPITOL IMPROVEMENTS	Projects sponsored Governmental Organizations or non-profit organizations within the county to establish new or refurbish existing facilities for recreational activities, cultural events and performances within Sumter County.
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All material submitted with grant applications will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes. Sumter County Tourism. To be administered by local Chamber of Commerce.

Sumter Proposed Projects With Budget

Under the provisions of Local Option Tourist Development Act, a two percent (2%) Tourist Development Tax will be levied throughout Sumter County, beginning on the first day of the second month following approval of the ordinance by referendum as provided by this ordinance. The anticipate revenue generated by the Sumter County Tourist Development Tax for the first twenty four (24) months beginning on said day of levy, based on the estimates from the Florida Department of Revenue for a total estimated revenue of \$279,286.00, estimated annually \$139,643.00.

Priority	Budget Funds for One Year	First Year Funds	24 Months Funds
		\$ 139,643.00	\$ 279,286.00
	Collection 3%	\$ 4,189.29	\$ 8,378.58
	Admin fee 10%	\$ 13,964.30	\$ 27,928.60
	Total Net	\$ 121,489.41	\$ 242,978.82
1	Promotion of Sumter Events	\$ 25,000.00	\$ 50,000.00
2	Visitors Information	\$ 10,000.00	\$ 20,000.00
3	Butterfly Festival	\$ 10,000.00	\$ 20,000.00
4	Antique Boat Motor show	\$ 4,493.86	\$ 8,987.30
5	Fall Festival	\$ 6,000.00	\$ 10,000.00
6	Kids Day Dade Park	\$ 3,000.00	\$ 6,000.00
7	Sumter Fishing Events	\$ 3,000.00	\$ 6,000.00
8	Sporting Events	\$ 3,000.00	\$ 6,000.00
9	County July 4 Celebration	\$ 3,000.00	\$ 6,000.00
10	Birding Trail Promo	\$ 3,000.00	\$ 6,000.00
11	Local Artist Festival	\$ 2,000.00	\$ 4,000.00
12	Dade Battle Memorial	\$ 1,400.00	\$ 2,800.00
13	Capitol Projects 40% of Net	\$ 48,595.75	\$ 97,191.53